Tourism and the Natural Environment

What can businesses do for sustainability?

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Dorset Wildlife Trust
Tourism Statistics

- **Total staying trips**
  - UK: 3,501,000
  - Overseas: 393,000

- **Total visitor nights**
  - UK: 12,496,000
  - Overseas: 3,447,000

- **Total visitor spend**
  - UK: £670,890,000
  - Overseas: £225,642,000

- **Total staying and day trips**
  - 29,350,000

- **Total day trips**
  - 25,456,000
  - **Total day trip spend**
    - £891,110,000

- **Total visitor related spend**
  - £1,832,771,000

- **Direct employment**
  - 30,730

- **Indirect employment**
  - 8,945

- **Induced employment**
  - 6,579

- **Total estimated actual employment**
  - 46,254
  - (34,628 FTEs)
  - **12% of all employment**

- **Friends and relatives spend (non-visitor)**
  - £32,996,000

- **Second home/holiday accommodation spend**
  - £12,133,000
Tourism Trends

• 2018 and 2019 saw a slight reduction in Overseas visits by UK residents
• Less overseas holidays
• More internal holidays
• More visits to Devon and Dorset
  • Good news for the local economy
  • More pressure on natural environment
<table>
<thead>
<tr>
<th>Land Type</th>
<th>Percentage Lost</th>
<th>Time Period</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chalk Downland</td>
<td>80%</td>
<td>Early 19th century</td>
</tr>
<tr>
<td>Dorset Heathlands</td>
<td>Over 80%</td>
<td>Mid 19th century</td>
</tr>
<tr>
<td>Unimproved Neutral Grasslands</td>
<td>66%</td>
<td>Last 20 years</td>
</tr>
<tr>
<td>Ancient Woodland</td>
<td>50%</td>
<td>1930</td>
</tr>
</tbody>
</table>
Climate and Ecological Crisis

Decline in Species Diversity and Abundance 2.5% of Dorset Species Lost:

- 23 Species of bee
- 24 Species of moth
- 4 Species of butterfly
Ecological Crisis

Insect Declines in Dorset

• 27% of Beetles
• 25% of Hoverflies
• 51% of Bees
• 42% of Butterflies
• 26% of Macro-moths
• 14% of Dragonflies
• 36% of Grasshoppers/Crickets
Tourism Impacts
Tourism Impacts

- Marine and Coastal Litter
- Erosion and Habitat Loss
- Disturbance to Wildlife
- Water Supply Pressure
Sustainability

• Achieving a balance between encouraging tourism to support local livelihoods and protecting and enhancing the assets that attract visitors

• Enable visitors to enjoy the outstanding landscapes, wildlife and wild places of Dorset without compromising the ability of future visitors to enjoy them equally.
Solutions

Investment:

• Nature Recovery Networks
• Access and facilities
• Habitat Restoration
• Education and Engagement
Workshop

How do we enable business to support the natural environment through:

• Corporate Volunteering
• Nature Reserve/Site Sponsorship
• Visitor Giving

SWOT analysis of ideas